

**Canadian School Counselling Week**  
**February 5 - 9, 2024**  
**School Counsellors Chapter**  
**Canadian Counselling and Psychotherapy Association**  
**Summary of Events**

Canadian School Counselling Week is held annually the first week of February. The week is to recognize the contributions of the School Counselling Profession to the personal, social, educational, and career development, and the mental health and well being, of all students in Canada. Canadian School Counselling Week is organized by the School Counsellors Chapter of the Canadian Counselling and Psychotherapy Association and supported by regional School Counselling Associations in Canadian provinces and territories.

The goal of Canadian School Counselling Week is to increase the public's awareness of the scope of programs and services that characterize the School Counselling Profession in Canada and highlight the role of School Counsellors in supporting student success. Various templates of promotional materials are available on the CCPA School Counsellors Chapter website. Resources may be downloaded by School Counsellors to advertise and organize plans for Canadian School Counselling Week. Resources include a sample press release and proclamation, sample posters, certificates and suggested activities.

The School Counsellors Chapter continues to work with CCPA National Office and Impact Public Affairs to develop a social media campaign for Canadian School Counselling Week (CSCW):

- A hashtag: #schoolcounsellorshelp
- Press Release sent to media outlets from Impact Public Affairs.
- Key Messages: Canadian School Counselling Week (February 5 – 9, 2024); Celebrating 10 Years; Professionals at Work in Our Schools; Scope of Practice; Looking to the Future
- Website / Member Communique Banner and Social Media Posts: “Celebrating 10 Years—Canadian School Counselling Week, February 5 – 9, 2024”
- A social media kit, including a poster and social media shareable graphics, was developed by a professional graphic designer which expanded on the CSCW theme.
- Promoted by the Canadian Counselling and Psychotherapy Association (tweeted and posted on the CCPA website; e-mailed to all CCPA members).
- Prior to the week, the School Counsellors Chapter website was refreshed with a new layout to improve ease of access to CSCW materials.
- The SO31 statement in the House of Commons was secured after Aron Reusch contacted Parm Bains, Member of Parliament for Steveston—Richmond East, British Columbia with a request to recognize Canadian School Counselling Week. MP Bains had to return to British Columbia earlier in the week and a replacement was needed. On February 8, 2024, the SO31 was given by Sukh Dhaliwal, Member of Parliament for Surrey-Newton, British Columbia. The video clip of the SO31 is posted on the Chapter website: <https://www.ccpa-accp.ca/chapters/school-counsellors-chapter/>
- Previous Video Message by the Honourable Justin Trudeau, Prime Minister of Canada, and previous SO31 videos by Members of Parliament are posted on the School Counsellors Chapter website.
- Recognized by the school districts in New Brunswick with an e-mail sent to all school counsellors. School Counselling Leads from School Districts hand delivered a sign on the door and a certificate of appreciation to school counsellors.
- Recognized by the Regional Centres for Education in Nova Scotia and posted on websites and through social media.

## 2024 Canadian School Counselling Week

### Summary of Events

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- The Halifax Regional Centre for Education posted the following: “HRCE recognizes the important work School Counsellors do to support the well-being and achievement of our students. They are an important part of the school team and we thank them for everything they do to make a positive impact on the lives of HRCE students. #SchoolCounsellorsHelp”
- Recognized by the Nova Scotia Teachers Union in an article published in the February, 2024 issue of “The Teacher.”
- Proclamation in the Halifax Regional Municipality, Nova Scotia, by the Mayor of Halifax.
- Request to the School Counsellors Chapter for an article to be written on the role of School Counsellors (to be published in “Today’s Kids in Motion” magazine).
- A number of celebrations took place in individual schools across Canada.

Appreciation is extended to CCPA National Office and Impact Public Affairs for their support of 2024 Canadian School Counselling Week. The following are excerpts from a 2024 Canadian School Counselling Week Reflection Report created by Lindsey Thomson, RP, CCC (Director, CCPA Public Affairs):

#### General Reflections from Lindsey:

- CCPA was excited to celebrate the 10<sup>th</sup> anniversary of the week with the School Counsellors Chapter.
- Planning for the week in February started well before February, 2023, which helped ensure the major stages of the work (as outlined below) were completed promptly.
- One challenge the Communications & Partnership team faced in support of the School Counsellors Chapter was managing the division of work between multiple team members.
- The team has reflected on the challenge and considered it to reduce the likelihood of this happening in the future.

#### Done by Impact Public Affairs:

- Edited and distributed the press release.
- Contacted the Canadian Teachers Federation for website coverage of the week
- Got video clip for Statement in the House of Commons

#### Done by Lindsey, Director of Public Affairs:

- Messaging: Worked with sub-committee to update key messages for CSCW 2024
- Drafted 2024 press release
- Consistent and ongoing regular communication with Janice Graham-Migel
- Website: Ensured Statement in the House of Commons was added to the website asap

#### Done by Communications Coordinators:

- Social Media: Created 4 pre-CSCW social media posts to spread the word throughout January, based on key messages
- Created 3 CSCW social media posts that were shared on social media the week of CSCW
- Scheduling social media posts on Facebook, Instagram, and LinkedIn

External Stakeholders:

- E-mailed 260 Stakeholders mid-January to alert them to CSCW (School Boards, Ministries/Departments of Education, etc.)
- Researched and updated the contact info for over 50 contacts from last year's list
- E-Mailed 260 Stakeholders on February 6 for CSCW kick off
- Updated the contact list for all external stakeholders
- Reached out directly to Director of Public Affairs for the Canadian Teachers Federation
- Got commitment for social media posts, no response on sharing content directly on their website
- Sent personalized e-mails to each Minister of Education across the country

Done by Website Administrator:

- Updating content on School Counsellors Chapter website by the direction of Lindsey and subcommittee feedback
- Ensure content was accurately updated for French and English version of the website
- Updating CCPA homepage banner with CSCW graphic and link to Chapter website
- Added Statement in the House of Commons

Done by CCPA Translation Services:

- Translation of all content into French

Lindsey Thomson will be meeting with members of the School Counsellors Chapter Executive to further review 2024 CSCW and co-develop plans for the next year to be held February 3 – 7, 2025.

Report submitted by:

Janice Graham-Migel, PhD, RCT, CCC, CCS  
Chair, National School Counselling Committee  
CCPA School Counsellors Chapter  
June 8, 2024